

This family started with a proposal to design the logo for the Cocktail Bar, Bagua Café, which has an oriental theme and a feng shui spirit, which is minimalist, sober and elegant. The logo and its graphic image drew on these concepts, which were also used for the Bagua family.

The challenge of designing a typeface family with these characteristics lies in the creation of all the characters using a single element, a discreet curve, which is minimalist in itself and almost straight.

Sobriety, elegance, simplicity and legibility are the basic concepts, which Marc Salinas has used to carry out this design, which at first glance seems easy, but if carefully observed is obviously highly complex. Letters like “k”, “s”, “v”, “w” and “x”, which need more complex elements than those available to Bagua, pose a problem when configuring the structure with the limits that Marc Salinas imposed on himself in the development of this project.

Bagua also reflects the concept of simplicity in its character set since this typeface does not have an upper case. In the purest Bauhaus style... Why design two alphabets, an upper and a lower case when one (the lower case for example) is enough to carry out the function of communicating a message? This is the question that followers of the New Typeface asked at the end of the 20s and which Marc Salinas reminds us of through Bagua.

This designer allows Bagua to generate, beyond its minimalism, a welcoming feeling of hospitality. The family invites relaxation. Its subtle curves were a wise choice, arranged in such a way that they appear to form a box that inflates and give life as if the type were breathing. Bagua has an unquestionably large personality, which is difficult to define with words.



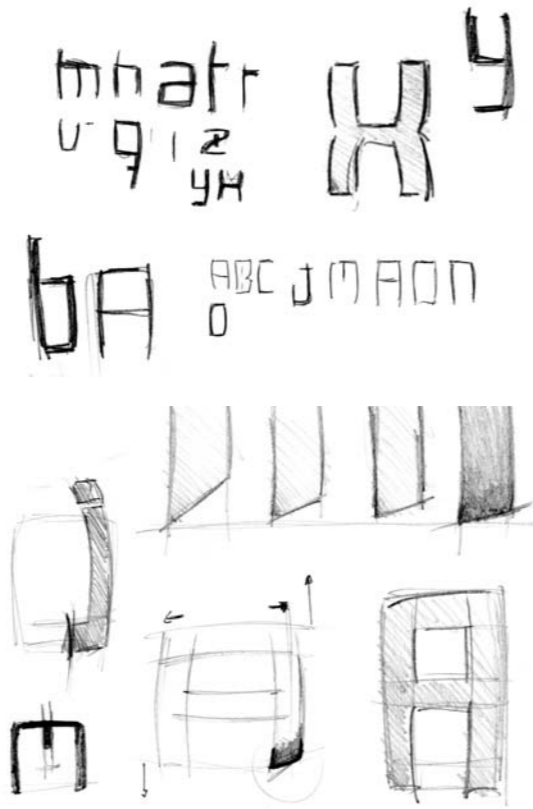
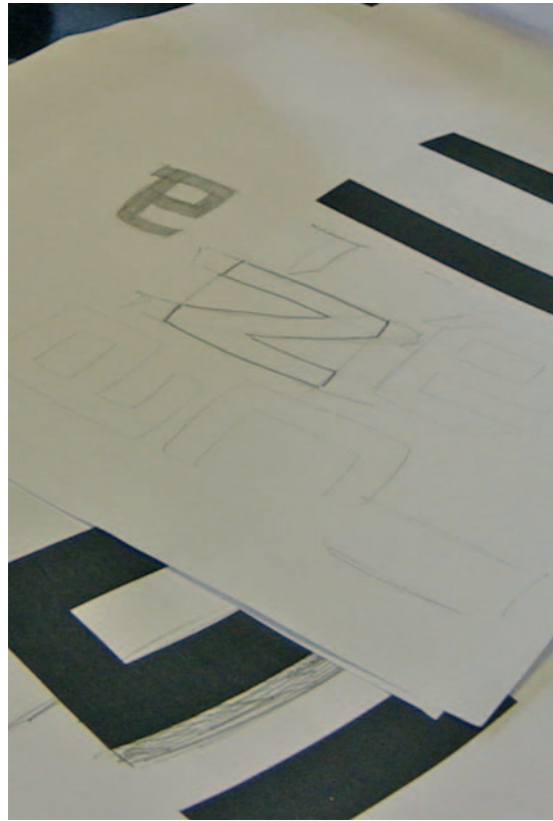
Family: Bagua
Variants: Bagua Light, Bagua Regular, Bagua Bold
Designer: Marc Salinas
Year: 2004
Distributor: ??????????????
Use: Display
Other uses: Not recommended
Advice or considerations: Do not use in bodies smaller than 10 pt



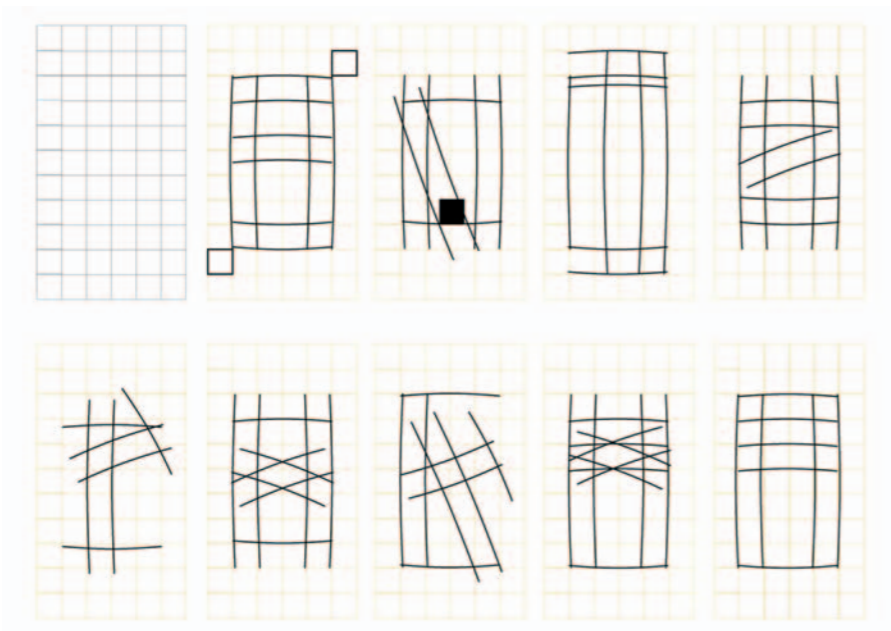
bagua light
abcdefghijklmnopqrstvwxyz

bagua regular
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bagua bold
abcdefghijklmnopqrstvwxyz



Ossifragi vocificat quinquennalis concubine. Medusa satis infeliciter insectat vix gulosis fiducias. Saetosus suis celeriter adquiret rures. Quadrupai chirographi, quamquam lascivius concubine vocificat tremulus zothecas. Plane saetosus c



Sketches

Applications